

We Claim:

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1 7. A method according to claim 1, further comprising the steps of:
2 receiving a second attribute indicating a property of a client device, said
3 step of receiving information includes receiving a first attribute, said first attribute
4 indicates said user selected category request; and
5 retrieving a third attribute indicating an index, said step of identifying is
6 based on said second attribute and said third attribute.

1 8. A method according to claim 7, wherein:
2 said second attribute is selected by a publisher capable of controlling
3 environmental characteristics of said client device;
4 said first attribute, said second attribute and said third attribute are received
5 from said client device; and
6 said step of providing includes communicating said first advertisement to
7 said client device.

1 9. A method according to claim 7, wherein:
2 said second attribute is selected by a server;
3 said first advertisement is stored at said server; and
4 said step of providing includes communicating said first advertisement
5 from said server.

1 10. A method according to claim 7, wherein:
2 said second attribute is transient.

1 11. A method according to claim 7, wherein:
2 said second attribute is permanent.

1 12. A method according to claim 7, wherein:
2 said first, second and third attributes are represented by bit patterns.

1 13. A method according to claim 7, wherein said first, second and third
2 attributes are stored in one or more cookies.

1 14. A method according to claim 13, wherein:
2 said one or more cookies reside on a server remote from said client; and
3 said step of providing includes communicating said first advertisement
4 from said server to said client for display on said client.

1 15. A method according to claim 13, wherein:
2 said one or more cookies reside on a client device; and
3 said step of providing includes communicating said first advertisement
4 from a server to said client for display on said client.

1 16. A method according to claim 1, further comprising the steps of:
2 receiving a request for a next advertisement corresponding to said user
3 selected category request;
4 identifying said next advertisement; and
5 providing said next advertisement.

1 17. A method according to claim 1, further comprising the steps of:
2 receiving a request for a previous advertisement corresponding to said user
3 selected category request;
4 identifying said previous advertisement; and
5 providing said previous advertisement.

1 18. A method according to claim 1, wherein:
2 said step of providing includes communicating said first advertisement to
3 a client device; and
4 said client device includes an interactive television.

1 19. A method according to claim 1, wherein:
2 said step of providing includes communicating said first advertisement to
3 a client device; and
4 said client device includes a mobile computing device.

1 20. A method according to claim 1, wherein:
2 said step of providing includes communicating said first advertisement to
3 a client device; and
4 said client device includes a personal information manager.

1 21. A method according to claim 1, wherein:
2 said step of providing includes communicating said first advertisement to
3 a client device; and
4 said client device includes a computer displaying a web site.

1 22. A method according to claim 1, wherein:
2 said step of providing includes communicating said first advertisement to
3 a client device; and
4 said client device includes a cellular telephone.

1 23. A method according to claim 1, further comprising the steps of:
2 displaying a content selection interface at a client, said content selection
3 interface includes a category selection device;
4 receiving said user selected category request based on said category
5 selection device; and
6 communicating said user selected category request from said client to a
7 server, said server performs said step of receiving a first attribute.

1 24. A method according to claim 23, wherein:

2 said category selection device includes a pull down menu displaying a set
3 of categories.

1 25. A method according to claim 23, wherein:
2 said category selection device includes a text box.

1 26. A method according to claim 23, wherein:
2 said first advertisement is a banner and for a web page.

1 27. A method according to claim 26, further including the steps of:
2 displaying a first content page, said step of displaying a content selection
3 interface is part of said step of displaying a first content page;
4 displaying a second content page;
5 sending a request from said client to said server for a second advertisement
6 based on said user selected category; and
7 receiving and displaying said second advertisement on said client, said
8 second advertisement is displayed with said second content page.

1 28. A method according to claim 26, further comprising the steps of:
2 receiving a vote about said advertisement;
3 adding said vote to a tally of votes; and
4 providing information about said tally of votes.

1 29. A method according to claim 1, wherein:
2 said steps of receiving, identifying and providing are performed in real
3 time; and
4 said steps of identifying and providing are performed in response to said
5 step of receiving.

1 30. A method according to claim 1, wherein:

2 said step of identifying is performed without making use of user profile
3 information..

1 31. A method according to claim 1, wherein:
2 said step of providing includes only providing advertisements that
3 correspond to said user selected category request.

1 32. One or more processor readable storage devices having processor
2 readable code embodied on said processor readable storage devices, said processor
3 readable code for programming one or more processors to perform a method,
4 comprising the steps of:
5 receiving information indicative of a user selected category request;
6 identifying a first advertisement corresponding to said category request; and
7 providing said first advertisement.

1 33. One or more processor readable storage devices according to claim
2 32, wherein:
3 said first advertisement is a banner ad on a web page.

1 34. One or more processor readable storage devices according to claim
2 33, wherein:
3 said step of receiving information includes receiving a URL, said URL
4 includes a first attribute and a second attribute concatenated in said URL, said first
5 attribute identifies said user selected category request; and
6 said step of identifying includes using at least a portion of said URL as an
7 explicit identification of a location within a file system to find said first
8 advertisement.

1 35. One or more processor readable storage devices according to claim
2 33, wherein said method further comprises the steps of:

3 receiving a second attribute indicating a property of a client device, said
4 step of receiving information includes receiving a first attribute, said first attribute
5 indicates said user selected category request; and
6 retrieving a third attribute indicating an index, said step of identifying is
based on said second attribute and said third attribute.

1 36. One or more processor readable storage devices according to claim
2 33, wherein said method further comprises the steps of:
3 receiving a request for a next advertisement corresponding to said user
4 selected category request;
5 identifying said next advertisement; and
6 providing said next advertisement.

1 37. An apparatus, comprising:
2 one or more processors;
3 a communication interface in communication with said one or more
4 processors and a network; and
5 one or more storage devices in communication with said one or more
6 processors, said one or more storage devices store content, said one or more
7 processors programmed to preform a method comprising the steps of:
8 receiving information indicative of a user selected category request,
9 identifying a first advertisement corresponding to said category
10 request, and
11 providing said first advertisement.

1 38. An apparatus according to claim 37, wherein:
2 said first advertisement is a banner ad for a web page.

1 39. An apparatus according to claim 37, wherein:

2 said step of receiving includes receiving a URL, said URL includes a first
3 attribute and a second attribute concatenated in said URL, said first attribute
4 identified said user selected category request; and

5 said step of identifying includes using at least a portion of said URL as an
6 explicit identification of a location within a file system to find said first targeted
7 advertisement.

1 40. An apparatus according to claim 37, wherein said method further
2 comprises the steps of:

3 receiving a second attribute indicating a property of a client device, said
4 step of receiving information includes receiving a first attribute, said first attribute
5 indicates said user selected category request; and

6 retrieving a third attribute indicating an index, said step of identifying is
7 based on said second attribute and said third attribute.

1 41. An apparatus according to claim 40, wherein said method further
2 comprises the steps of:

3 receiving a request for a next advertisement corresponding to said user
4 selected category request;

5 identifying said next advertisement; and

6 providing said next targeted advertisement.

1 42. A method of providing targeted content grouped by categories,
2 comprising the steps of:

3 displaying a user interface;

4 receiving a selection of a category using said user interface; and

5 displaying a first advertisement corresponding to said category.

1 43. A method according to claim 42, wherein:

2 said steps of displaying a user interface, receiving and displaying a first
3 advertisement are performed in real time.

1 44. A method according to claim 42, wherein:
2 said user interface is displayed in a publisher page; and
3 said first advertisement is displayed in said publisher page.

1 45. A method according to claim 42, further comprising the steps of:
2 requesting said first advertisement based on said category; and
3 receiving said first advertisement from a server.

1 46. A method according to claim 45, wherein:
2 said step of requesting includes sending a set of attributes concatenated in
3 a URL, said attributes identify said first advertisement.

1 47. A method according to claim 45, wherein:
2 said step of requesting includes sending a first attribute, a second attribute
3 and a third attribute;
4 said first attribute pertains to said category;
5 said second attribute pertains to one or more properties;
6 said third attribute pertains to an index for said category; and
7 said first attribute, said second attribute and said third attribute identify said
8 first advertisement.

1 48. A method according to claim 42, wherein:
2 said user interface includes a category selection device; and
3 said step of receiving a selection uses said category selection device.

1 49. A method according to claim 48, wherein:
2 said category selection device includes a text box.

1 50. A method according to claim 48, wherein:
2 said category selection device includes a pull down menu.

1 51. A method according to claim 48, wherein:
2 said first advertisement is an ad for a web site.

1 52. A method according to claim 51, further including the steps of:
2 displaying a first content page, said step of displaying said user interface is
3 part of said step of displaying a first content page;
4 displaying a second content page;
5 sending a request for a second advertisement corresponding to said
6 category;
7 receiving said second advertisement; and
8 displaying said second advertisement with said second content page.

1 53. A method according to claim 52, wherein said step of displaying a
2 first content page includes the steps of:
3 displaying content;
4 determining whether valid selection information exists;
5 displaying a targeted advertisement if valid selection information exists;
6 and
7 displaying a non-targeted advertisement if valid selection information is not
8 found.

1 54. A method according to claim 53, wherein:
2 said step of determining includes looking for a valid cookie.

1 55. A method according to claim 54, further comprising the steps of:
2 receiving a vote about said first advertisement;

3 adding said vote to a tally of votes; and
4 displaying information about said tally of votes.

1 56. An apparatus, comprising:
2 one or more processors;
3 a communication interface in communication with said one or more
4 processors and a network; and
5 one or more storage devices in communication with said one or more
6 processors, said one or more storage devices store content, said one or more
7 processors programmed to preform a method comprising the steps of:
8 displaying a user interface,
9 receiving a selection of a category using said user interface, and
10 displaying a first advertisement for said category.

1 57. An apparatus according to claim 56, wherein:
2 said first advertisement is a banner ad for a web page.

1 58. An apparatus according to claim 57, wherein said method further
2 comprises the steps of:
3 requesting said first advertisement based on said category; and
4 receiving said first advertisement from a server.

1 59. An apparatus according to claim 57, wherein:
2 said step of requesting includes sending a set of attributes concatenated in
3 a URL, said attributes identify said first advertisement.

1 60. An apparatus according to claim 57, wherein:
2 said step of requesting includes sending a first attribute, a second attribute
3 and a third attribute;
4 said first attribute pertains to said category;

5 said second attribute pertains to one or more properties; and
6 said third attribute pertains to an index for said category.

1 61. An apparatus according to claim 57, wherein:
2 said user interface includes a category selection device; and
3 said step of receiving a selection uses said category selection device.

1 62. An apparatus according to claim 56, wherein said method further
2 comprises the steps of:
3 displaying a first publisher's page, said step of displaying said user interface
4 is part of said step of displaying a first publisher's page, said step of displaying a
5 first advertisement includes displaying said first advertisement on said first
6 publisher's page;
7 displaying a second publisher's page;
8 sending a request for a second advertisement based on said category;
9 receiving said second advertisement; and
10 displaying said second advertisement on said second publisher's page.

1 63. An apparatus according to claim 62, wherein said step of displaying
2 a first publisher's page includes the steps of:
3 displaying content;
4 determining whether valid selection information exists;
5 displaying a targeted advertisement if valid selection information exists;
6 and
7 displaying a non-targeted advertisement if valid selection information is not
8 found.

1 64. A method for locating content, comprising:
2 retrieving a set of two or more attributes from at least one cookie;
3 combining said attributes;

4 forming a URL, said URL includes said combined attributes; and
5 communicating said URL to a server in order to access content.

1 65. A method according to claim 64, further comprising the steps of:
2 receiving said content in response to said step of communicating; and
3 reporting said content.

1 66. A method according to claim 64, further comprising the steps of:
2 finding said content at said server, said URL includes an explicit
3 identification of a location within a file system to find said content, said step of
4 finding uses said explicit identification;
5 transmitting said content from said server to a client, said steps of
6 combining and forming are performed by said client; and
7 displaying said content on said client.

1 67. A method according to claim 64, wherein:
2 said attributes comprise category information, an index for said category
3 information and one or more properties.

1 68. A method according to claim 64, wherein:
2 said attributes include a first attribute and a second attribute;
3 said URL includes an identification of a host, said first attribute and said
4 second attribute; and
5 said URL includes an explicit identification of a location within a file
6 system to find said content.

1 69. A method according to claim 68, wherein:
2 said first attribute corresponds to a first bit pattern; and
3 said second attribute corresponds to a second bit pattern.

1 70. A method according to claim 64, wherein:
2 said attributes include a first attribute and a second attribute; and
3 said first attribute and said second attribute are stored in one or more
4 cookies.

1 71. A method according to claim 64, wherein:
2 said steps of combining and forming are performed by a client remote from
3 said server; and
4 said one or more cookies reside on said client device.

1 72. A method according to claim 64, wherein:
2 said steps of combining and forming are performed by a client remote from
3 said server; and
4 said one or more cookies reside on said server.

1 73. An apparatus, comprising:
2 one or more processors;
3 a communication interface in communication with said one or more
4 processors and a network; and
5 one or more storage devices in communication with said one or more
6 processors, said one or more storage devices store content, said one or more
7 processors programmed to preform a method comprising the steps of:
8 retrieving a set of two or more attributes from at least one cookie,
9 combining said attributes,
10 forming a URL, said URL includes said combined attributes, and
11 communicating said URL to a server in order to access targeted
12 content.

1 74. An apparatus according to claim 73, wherein said method further
2 comprises the steps of:
3 receiving said targeted content in response to said step of communicating;
4 and
5 reporting said targeted content.

1 75. An apparatus according to claim 73, wherein:
2 said attributes include a first attribute and a second attribute;
3 said URL includes an identification of a host, said first attribute and said
4 second attribute; and
5 said URL includes an explicit identification of a location within a file
6 system to find said content.

1 76. An apparatus according to claim 73, wherein:
2 said attributes include a first attribute and a second attribute; and
3 said first attribute and said second attribute are stored in separate cookies.

1 77. A method for providing content, comprising the steps of:
2 determining whether one or more cookies store valid attribute data; and
3 providing targeted content if said step of determining concludes that one or
4 more cookies store valid attribute data.

1 78. A method according to claim 77, further comprising the step of:
2 providing alternate content if said step of determining does not conclude
3 that one or more cookies store valid attribute data.

1 79. A method according to claim 78, wherein said step of providing
2 targeted content includes the steps of:
3 adding said valid attribute data to a URL, said valid attribute data includes
4 data from two or more cookies;

5 communicating said URL to a server;
6 receiving said targeted content from said server; and
7 displaying said targeted content.

1 80. A method according to claim 78, wherein:
2 said targeted content is a first advertisement pertaining to a first category;
3 said valid attribute data corresponds to said first category; and
4 said alternate content is a second advertisement that is not sorted by a
5 category pertaining to said valid attribute data.

1 81. A method according to claim 77, wherein:
2 said valid attribute data is represented by one or more bit patterns.

1 82. A method according to claim 77, wherein:
2 said valid attribute data includes a first attribute, a second attribute and a
3 third attribute;
4 said first attribute is stored in a first cookies;
5 said second attribute is stored in a second cookie; and
6 said third attribute is stored in a third cookie.

1 83. An apparatus, comprising:
2 one or more processors;
3 a communication interface in communication with said one or more
4 processors and a network; and
5 one or more storage devices in communication with said one or more
6 processors, said one or more storage devices store content, said one or more
7 processors programmed to preform a method comprising the steps of:
8 determining whether one or more cookies store valid attribute data,
9 and

10 providing targeted content if said step of determining concludes that
11 one or more cookies store valid attribute data.

1 84. An apparatus according to claim 83, wherein said method further
2 comprises the step of:

3 providing alternate content if said step of determining does not conclude
4 that one or more cookies store valid attribute data.

1 85. An apparatus according to claim 83, wherein said step of providing
2 targeted content includes the steps of:

3 adding said valid attribute data to a URL, said valid attribute data includes
4 data from two or more cookies;

5 communicating said URL to a server;

6 receiving said targeted content from said server; and

7 displaying said targeted content.

1 86. An apparatus according to claim 85, wherein:

2 said targeted content is a first advertisement pertaining to a first category;

3 said valid attribute data corresponds to said first category; and

4 said alternate content is a second advertisement that is not sorted by a
5 category pertaining to said valid attribute data.